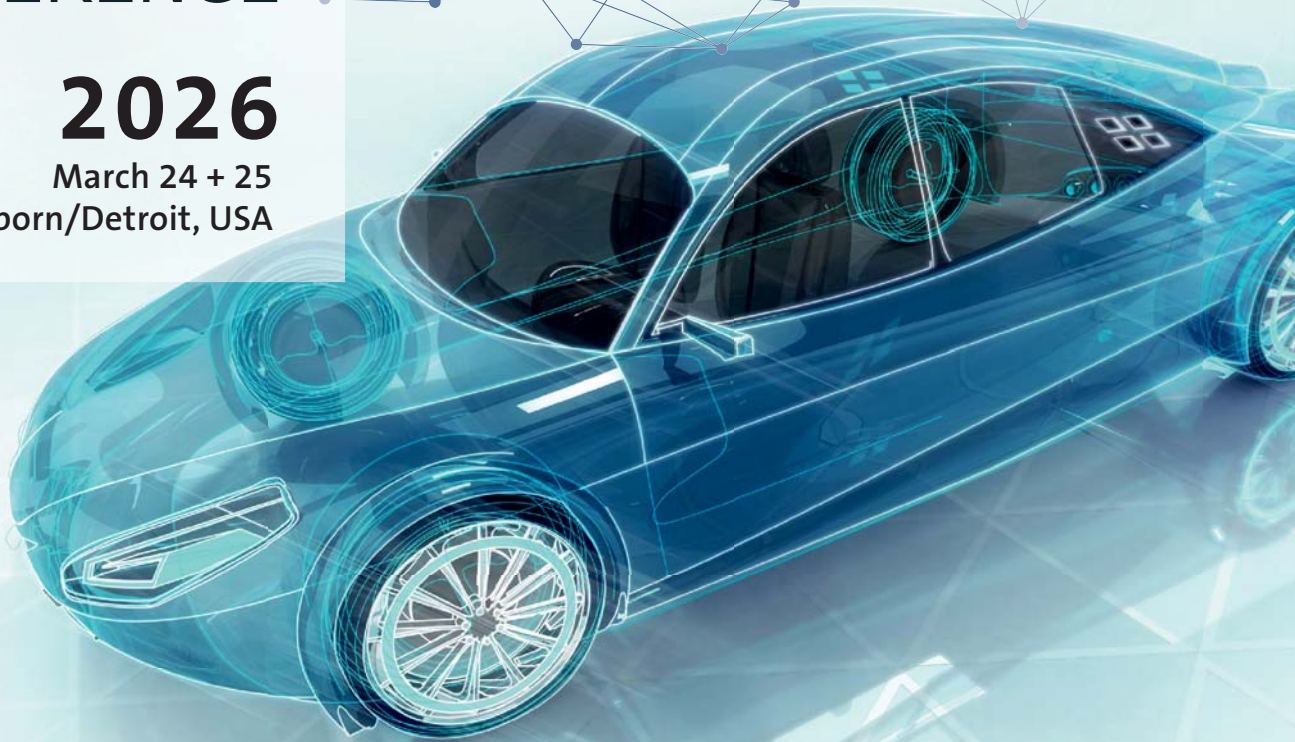


AUTOMOTIVE COMPUTING CONFERENCE

US

2026

March 24 + 25
Dearborn/Detroit, USA



Main Topics

- Hardware, Software Trends & Architectures
- Virtualization of Automotive Computing
- Standardized Software Platforms
- Silicon Trends & Markets
- Hardware Enablement for the SDV
- AI in the Vehicle Functions

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Preview of Top Speakers



Fay Arjomondi
Mimik



Cedric Armand
Ford



Daniel Cashen
Stellantis



Simon Fürst
BMW



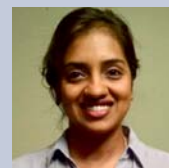
Pete LeVasseur
Woven by Toyota



Ari Mahpour
Rivian



Priyanka Mathikshara
Voltaï



Priya Muralidharan
Infineon



Auston Payyappilly
Bosch

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1st Conference Day, Tuesday, March 24, 2026

8:30 Reception, Check-In & Networking

9:00 Welcome and Opening



Anne von Türckheim-Horch,
Director International Events,
ULTIMA MEDIA Germany



Martin Schleicher,
Independent
(formerly Continental)

Hardware, Software Trends & Architectures

9:10 **Keynote: Own the Stack, Ship the Car**



- Virtual ECUs let AI build, not just drive
 - Virtual ECUs put AI on the build, not the wheel
- Ari Mahpour**, Software Systems Engineer,
Rivian Volkswagen Group Technologies

9:40 **SDVs in a Fragmented World**



- Market-based insights on how OEMs and suppliers are balancing global scale with localized constraints
- Alex Oyler**, Consulting Director,
SBD Automotive

10:00 **Right-sized SDV workflow for efficient ECU development**



- Integration as-code to streamline ECU development
- Jan Rüdiger**, Director Business Solutions Architect,
Elektrobit Automotive Americas Inc.

10:25 **Q&A with Speakers**

10:35 **Coffee Break and Networking**

11:05 **Automotive Centralized Computing: Real Time Compute**



- Real time compute centralization
 - The I/O centralization problem and solutions
 - Virtual compute strategy
- Daniel Cashen**, Automotive Technical Leader,
Stellantis

Virtualization of Automotive Computing

11:35 **Keynote: Accelerating Automotive Compute with Virtualization**



- Successful Virtualization Strategies
 - Powering AI/ML Integration & Edge Computing
 - Talent & Ecosystem Development
- Cedric Armand**, Director of Virtualization,
Ford Motor Company

12:05 **Speed or accuracy - which virtual prototype is best for you?**



- Comparison of different virtual prototyping options
 - How far can software be tested in a virtual prototype
 - Enabling shift left for SDV and AI-DV development
- Robert Day**, Director Automotive GTM,
Arm Inc.

12:30 **Edge AI Functional safety and RISC V solutions for next-gen autonomy**



- Role of safety microcontrollers for safety in L3+ autonomy
 - RISC V core for scalable, safe and open source development
- Priya Muralidharan**, Director, Marketing,
Infineon

12:55 **Q&A with Speakers**

1:05 **Joint Lunch and Networking**

System Programming

2:30 **Opening of the 2nd Session**



Robert Day,
Director Automotive GTM,
Arm Inc.

2:35 **Rust & Ferrocene: A Practical Path to Effective Safety**



- Practical Lessons from Project Certification
 - Practical Guidance from Active Projects
- Florian Gilcher**, Managing Director,
Ferrous Systems GmbH

2:55 **Keynote: The Foundations for Rust in Safety-Critical**



- Roadblocks and Expressways towards Automotive
- Pete LeVasseur**, Staff Software Engineer,
Woven by Toyota

Silicon Trends & Markets

3:25 **Chiplet Methodology and Challenges**



- Architecture performance analysis based on real Workloads
 - Silicon Proven IP Subsystems for 2.5D, 3D, 5.5D Stacks
 - Advanced packaging flows proven with Test chips
- Frank Schirmeister**, Executive Director, Strategic Programs,
System Solutions, Synopsys' Products & Markets Group

3:50 **Q&A with Speakers**

4:00 **Coffee Break and Networking**

4:30 **Making Chiplets Competitive with Monolithic Chips in Safety Markets**



Francois Piednoel, CTO,
Athos Silicon

4:50 **Accelerating Automotive Innovation Through Open Standardized Chiplet Architectures**



- Building the automotive chiplet ecosystem: modular compute for the next generation vehicle
 - From monolithic to modular: a chiplet blueprint for high-performance automotive compute
- Jim Foresi**, Director R&D Semiconductor Center,
imec

5:15 **Multimodal Intelligence Meets Automotive: Memory at the Inflection Point**



- Large Language Models, Vision Language Models and multimodal AI applications move from research labs into vehicles
 - Innovations in memory hierarchy and system-level optimization – to meet the demands of AI
- Obi Okeke**, Director Business Development,
Micron Technology



5:40 Panel Discussion: Standardized Software Platforms



Moderator:

Martin Schleicher, Independent (formerly Continental)

Panelists:



- 1 **Steve Crumb**, North American Regional Spokesperson, AUTOSAR
- 2 **Florian Frischmuth**, independent (formerly Ford Motor)

- 3 **Partha Goswami**, Principal, PG Mobility Analysis LLC
- 4 **Amin Rasti**, Senior Product Marketing Manager, Eclipse Foundation
- 5 **Sören Wildemann**, Head of Strategy & Tech, Bosch

6:25 Conclusion by the Chairman

Robert Day, Director Automotive GTM, Arm Inc.

6:35 Evening Event sponsored by



2nd Conference Day, Wednesday, March 25, 2026

9:00 Welcome and Opening of the 2nd Conference Day



John Kapinos,
Director of Sales,
Synopsis

Next Generation of Smart Vehicles

9:05 Keynote: BMW Neue Klasse



- E/E architecture
 - Central compute platforms
 - Organic AI integration
- Simon Fürst**, Director Automated Driving, BMW of North America

9:35 Streamline the Complex, Costly Software Foundations



- Reduce complexity and cost
- Ralf Fritz**, Business Development Manager, Vector North America

10:00 Evolving Landscape of Network Architecture & Protocols



- Ethernet backbone and central computing
 - Protocol convergence (RCP, SOME/IP, DDS, TSN, Cybersecurity)
 - Network testing methods with AI
- Colt Correa**, COO, Intrepid Control Systems, Inc.

10:20 Innovation Through Positioning: Why the Future Requires More Than GPS



- Zero satellites. Zero hardware. Zero signal loss
- Bob Gessel**, Strategic Business Development and Partnerships, TERN

10:40 Q&A with Speakers

10:50 Coffee Break and Networking

11:20 Next Generation Liquid Cooling of Automotive SoCs in ADAS / IVI Drive Computers



- Automotive SoC Liquid Cooling
 - Continuous Furnace Brazing
- Andrei Catuneanu**, Team Lead & Advanced Product R&D, Dana Incorporated

Innovation driven by AI

11:40 Keynote: The AI Bridge: Integrating High-Performance AI into Existing Cockpit Architectures



- From Edge to Cloud: Delivering Advanced AI in Today's Automotive Cockpit
- Auston Payyappilly**, Director Product Management & Acquisitions, Bosch

12:10 Device Continuum AI Platform



- Integration of LLMs
 - Flexible agentic- native solutions
- Fay Arjomondi**, Founder & CEO, Mimik

12:30 Q&A with Speakers

12:40 Joint Lunch and Networking

2:00 Opening of the last Session



Jan Rüdiger,
Director Business Solutions Architect,
Elektrobit Automotive Americas Inc.

2:05 Empowering Automotive Development with AI-Driven Toolchains



- From chat to toolchain: How LLMs become engineering agents
 - Practical MCP workflows for embedded development
 - Utilizing AI in embedded software development
- Felix Martin**, Research Engineer, Tasking

2:30 When Hardware Learns : The Next Era of Automotive Innovation



- AI Agents that design, validate and optimize vehicle electronics
 - Scaling hardware complexity with world models for physical systems
- Krishna Kumar**, Head of Worldwide Sales, Voltai

2:55 Beyond Autonomy: Scaling Edge AI for Smarter, Safer Vehicles



- Architecting Intelligence at the Edge
 - Balancing Complexity, Compute and Cost
 - Accelerating Adaptive Vehicle Adoption
- Steve Stoddard**, Product Manager- AI, Sonatus Inc.

3:20 Edge AI for Automotive Cybersecurity: Challenges and Opportunities



Michael Fulgencio, Solutions Engineer, VicOne

3:40 Q&A with Speakers

3:45 Closing Words

Jan Rüdiger, Director Realtime Computing, Elektrobit

3:55 End of the Conference

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America, Bosch USA



Jan Rüdiger
Director Business
Solutions Architect,
Elektrobit Auto-
motive Americas



Martin Schleicher
independent,
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AUTOMOTIVE COMPUTING CONFERENCE US



Registration information

Tuesday March 24 and Wednesday March 25, 2026

Event location

The Henry Hotel
300 Town Center Drive Dearborn, MI 48126 Dearborn
Phone: +1 313 441 2000

Room fee per night: \$ 239 plus taxes (incl. breakfast)

Please book directly at the hotel on



until March 11, 2026

Delegate Fee + VAT

• Regular fee	\$ 1,795
• OEM Fee	\$ 0

Services included in the Participation fee

- Participation in the conference
- Conference documentation
- Refreshments during the breaks
- Lunch on both conference days
- Evening event on the first conference day

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Director International Events
Anne von Türckheim-Horch
anne-beatrice.horch@
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Daireen Sprenger
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ultimamedia.de



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